

CLAIMS

We Claim:

1           1. A method of collecting expressions of consumer demand for  
2 performances and making the data available to customers to support  
3 decisions regarding performances, said method comprising the steps  
4 of:

5           receiving data from consumers including votes indicating  
6 consumer demand for a performance,

7           housing collected data in a database, and

8           providing of non-personal consumer data from the database to  
9 customers to support decisions to present entertainment  
10 performances.

1           2. The method of claim 1, wherein said step of receiving data  
2 from consumers further comprises the step of:

3           receiving data from consumers indicating consumer demand for  
4 a consumer desired general locale for the performance.

1           3. The method of claim 2, wherein said step of providing of  
2 non-personal consumer data from the database to customers to  
3 support decisions to present entertainment performances includes  
4 the step of providing consumer demand data for a consumer desired  
5 general locale for the performance so as to support customer  
6 decisions to present entertainment performances at optimal locales.

1           4. The method of claim 3, wherein said step of providing of  
2 non-personal consumer data from the database to customers to

3 support decisions to present entertainment performances includes  
4 the step of analyzing and sorting consumer data and formatting  
5 analyzed and sorted consumer data for reporting.

1 5. The method of claim 1, wherein said step of receiving data  
2 from consumers further comprises the step of:  
3 receiving consumer contact data from consumers.

1 6. The method of claim 1, further comprising the step of:  
2 receiving data from consumers from supplementary survey forms  
3 to provide demographic, contact, opinion and personal preference  
4 data.

1 7. The method of claim 1, further comprising the steps of:  
2 storing, in the database, details of entertainment events  
3 which have been scheduled, and  
4 sending messages to consumers that a requested performance has  
5 been scheduled.

1 8. The method of claim 7, further comprising the steps of:  
2 receiving, from an advertiser, specifications for consumer  
3 targeting,  
4 analyzing the database to identify the specific consumers  
5 matching the advertiser specifications, and  
6 sending marketing messages to the specific consumers.

1 9. The method of claim 7, further comprising the step of:

2            sending messages to consumers offering at least one of goods  
3            and services associated with at least one of the performance, the  
4            performer(s), and parties to which the consumer has agreed to be  
5            solicited from.

1            10. The method of claim 9, further comprising the step of:  
2            sending consumer contact information to performers, if  
3            permitted by consent of consumer.

1            11. The method of claim 7, further comprising the step of:  
2            providing consumer demand, demographic and preference data, in  
3            aggregate form, to customers for market analysis.

1            12. The method of claim 7, further comprising the step of:  
2            using contact information, geographic, demographic and  
3            preference data to formulate targeted survey panels for the  
4            conducting of custom research projects on behalf of third parties.

1            13. The method recited in claim 1 wherein consumer data is  
2            received over a network, the step of receiving consumer data  
3            further comprising the step of:

4            voting, by a consumer using a voting form presented to the  
5            consumer by activation of at least one of a hyperlink and menu  
6            selection incorporated into at least one of a web site and an web-  
7            based media player.

1           14. The method recited in claim 13 wherein the voting is  
2 conducted via digital media devices connected to wireless networks.

1           15. The method recited in claim 13 wherein the voting is  
2 conducted via any voice-enabled information input and access  
3 device.

1           16. A system for collecting expressions of consumer demand  
2 for performances and making the data available to customers to  
3 support performance decisions, said system comprising:

4           means for receiving data from consumers including votes  
5 indicating consumer demand for a performance;

6           a database for housing collected data; and

7           means for providing of non-personal consumer data from the  
8 database to customers to support decisions to present entertainment  
9 performances.

1           17. The system of claim 16, wherein said means for receiving  
2 data from consumers further comprises:

3           means for receiving data from consumers indicating consumer  
4 demand for a consumer desired general locale for the performance.

1           18. The system of claim 17, wherein said means for providing  
2 of non-personal consumer data from the database to customers to  
3 support decisions to present entertainment performances includes  
4 means for providing consumer demand data for a consumer desired  
5 general locale for the performance so as to support customer  
6 decisions to present entertainment performances at optimal locales.

1           19. The method of claim 18, wherein said means for providing  
2 of non-personal consumer data from the database to customers to  
3 support decisions to present entertainment performances includes  
4 means for analyzing and sorting consumer data and formatting  
5 analyzed and sorted consumer data for reporting.

1           20. The system of claim 16, wherein said means for receiving  
2 data from consumers further comprises:  
3           means for receiving consumer contact data from consumers.

1           21. The system of claim 16, further comprising:  
2           means for receiving data from consumers from supplementary  
3 survey forms to provide demographic, contact, opinion and personal  
4 preference data.

1           22. The system of claim 16, further comprising:  
2           means for storing, in the database, details of entertainment  
3 events which have been scheduled; and  
4           means for sending messages to consumers that a requested  
5 performance has been scheduled.

1           23. The system of claim 22, further comprising:  
2           means for receiving, from an advertiser, specifications for  
3 consumer targeting;  
4           means for analyzing the database to identify the specific  
5 consumers matching the advertiser specifications; and

6 means for sending marketing messages to the specific  
7 consumers.

1 24. The system of claim 22, further comprising:  
2 means for sending messages to consumers offering at least one  
3 of goods and services associated with at least one of the  
4 performance, the performer(s), and parties to which the consumer  
5 has agreed to be solicited from.

1 25. The system of claim 24, further comprising:  
2 means for sending consumer contact information to performers,  
3 if permitted by consent of consumer.

1 26. The system of claim 22, further comprising:  
2 means for providing consumer demand, demographic and  
3 preference data, in aggregate form, to customers for market  
4 analysis.

1 27. The system of claim 22, further comprising:  
2 means for using contact information, geographic, demographic  
3 and preference data to formulate targeted survey panels for the  
4 conducting of custom research projects on behalf of third parties.

1 28. The system recited in claim 16 wherein consumer data is  
2 received over a network, the means for receiving consumer data  
3 further comprising:

4 means for voting, by a consumer using a voting form presented  
5 to the consumer by activation of at least one of a hyperlink and  
6 menu selection incorporated on at least one of a web site and an  
7 electronic, web-based media player.

1 29. The system recited in claim 28 wherein the voting is  
2 conducted via digital media devices connected to wireless networks.

1 30. The system recited in claim 28 wherein the voting is  
2 conducted via any voice-enabled information input and access  
3 device.